

In the Claims:

Please amend the claims as follows:

1-34 (Cancel)

35. (Previously presented) A toy comprising:

a first unit outputting information associated with desires of a living organism;

a microcontroller for processing information inputted to the toy by way of a data interface; and

a storage medium,

wherein the data interface is configured to connect to a data network to download goods or services information offered by one or more advertising entities,

wherein in response to the first unit outputting information about a first desire, first goods or services information that satisfy the first desire is downloaded through the data interface from the data network to the toy and stored in the storage medium,

wherein in response to the information being stored in the storage medium, the first unit discontinues outputting information associated with the first desire,

wherein the goods or services information is downloaded in response to a user selecting an advertisement provided by a resource on the data network.

36. (Previously presented) The toy of claim 35, wherein the advertisement is a banner ad.

37. (Previously presented) The toy of claim 35, wherein the data network comprises the internet.

38. (Previously presented) The toy of claim 35, wherein in response to the information being stored in the storage medium the toy grows in size.

39. (Previously presented) The toy of claim 35, wherein the first unit outputs information associated with emotions of a living organism.

40. (Previously presented) The toy of claim 35, in response to the information being stored in the storage medium, the first unit outputs data related to the stored information.

41. (New) The toy of claim 35, wherein downloading goods or services information comprises inputting name or barcode of real goods directly into the toy using at least one of a CCD camera or a barcode reader.

42. (New) A toy comprising:

- a body having one or more body parts and an animated feature for generating expressions associated with an animal's natural desires;
- a first unit for outputting information associated with said desires;
- a microcontroller for processing information inputted to the toy by way of a data interface; and
- a storage medium,

wherein the data interface is configured to connect to a data network to download goods or services information offered by one or more advertising entities,

wherein in response to the first unit outputting information about a first desire, first goods or services information that satisfy the first desire is downloaded through the data interface from the data network to the toy and stored in the storage medium,

wherein in response to the information being stored in the storage medium, the first unit discontinues outputting information associated with the first desire and at least one of the body parts grows in dimension,

wherein the goods or services information is downloaded in response to a user selecting an advertisement provided by a resource on the data network.